



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee

DATE: February 2, 2011

FR: Deputy Executive Director, Policy

W.I.:

RE: Contract Amendments and Contracts: Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP)

- i. Contract Amendment: MIG, Inc., Berkeley, CA (\$140,000 contract amendment; \$60,000 current contract)
- ii. Contract Amendment: Davis & Associates, San Francisco, CA (\$50,000 contract amendment; \$25,000 current contract)
- iii. Contract: Field of Vision, San Francisco, CA (\$100,000)
- iv. Contract: Corey, Canapary & Galanis, San Francisco, Ca (\$100,000)

Staff recommends that this Committee authorize execution of two contract amendments and two new contracts to four firms that are part of a panel of pre-qualified consultants, approved by this Committee in October, 2010 to provide assistance on an as-needed basis with public involvement work related to the SCS/RTP.

The funding for this work includes \$255,000 in the approved agency budget and \$270,000 in new funding contingent on Commission approval of a budget amendment, which is the subject of a separate agenda item before this Committee at your February 2011 meeting. With the additional \$270,000, a total of \$525,000 will be available in FY 2010-11 for public outreach consultant assistance for the SCS/RTP.

Staff recommends that the Committee approve two contract amendments and two new contracts as shown in the table below. Staff requests that \$50,000 remain unallocated at this time as a contingency.

Consultant	Existing Contract	Contract Amendment	New Contract	Total
i) MIG, Inc.	\$60,000*	\$140,000		\$200,000
ii) Davis & Associates	\$25,000*	\$50,000		\$75,000
iii)Field of Vision			\$100,000	\$100,000
iv) Corey, Canapary & Galanis			\$100,000	\$100,000
v) Contingency				\$50,000
TOTAL				\$525,000

* per the Executive Director's contract authority

a. Contract Amendment: General outreach support — MIG, Inc. (\$65,000)

Visualization — MIG, Inc. with Stamen Design (up to \$75,000)

Under an existing contract for \$60,000, MIG is providing general outreach assistance (program design, meeting design, messaging, development of an outreach tool kit, etc.). The additional \$65,000 will be used to provide support (facilitation, graphics support, etc.) at SCS/RTP workshops to be conducted throughout the region.

MIG and their sub-consultant, Stamen Design, will develop a visualization tool to educate the public about the alternative scenarios that will be presented during the development of the SCS/RTP. The public will access the tool at the OneBayArea.org website. Staff is still developing the full scope of work and recommends a contract amendment for an amount not to exceed \$75,000 for this task. The proposed contract amendment for both tasks brings the total contract amount with MIG to \$200,000.

b. Contract Amendment: General outreach support — Davis & Associates (\$50,000)

Under an existing contract for \$25,000, Davis & Associates is providing general outreach assistance (program design, messaging, outreach design for businesses and college students). The additional \$50,000 will be used to provide support to the engagement of low income communities in coordination with community based organizations. The proposed contract amendment will bring the total contract amount to \$75,000.

c. Contract: Visualization — Field of Vision (\$100,000)

Under a new contract, Field of Vision will enhance the visual simulations being produced in partnership with UC Berkeley Professor Paul Waddell, who is under contract with MTC through the Regents of the University of California, to depict the detailed transportation and land use scenarios.

d. Contract: Public opinion poll and focus groups — Corey, Canapary & Galanis (\$100,000)

Under a new contract, Corey, Canapary & Galanis will plan, design, and conduct a Bay Area wide public opinion poll to assess attitudes, preferences, priorities and trade-offs on key regional land-use and transportation issues. Following the polling activities, the firm will plan, design, and conduct three focus groups to further evaluate key issues that are identified in the public opinion poll.

Recommendation

To assist with public outreach and involvement for the SCS/RTP, staff recommends the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with MIG, Inc. for \$140,000; a contract amendment with Davis & Associates, for \$50,000; a contract with Field of Vision for \$100,000; and a contract with Corey, Canapary & Galanis for \$100,000. The full contract amounts are contingent on Commission approval of an amendment to the FY 2010-11 Agency budget.

Ann Flemer

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.:	1121
Consultant:	MIG, Inc. Berkeley, CA
Work Project Title:	Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP)
Purpose of Project:	To assist in implementing a 30-month comprehensive public participation program for the SCS/RTP.
Brief Scope of Work:	Assistance at public workshops planned around the region; develop a visualization tool to educate the public about the scenarios that are key to the development of the Sustainable Communities Strategy/Regional Transportation Plan.
Project Cost Not to Exceed:	\$200,000 (includes current contract of \$60,000 and contract amendment of \$140,000)
Fiscal Impact:	Funds are included in MTC FY 2010-11 budget, contingent on budget approval before the Commission in February 2011.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with MIG, Inc., for an amount not to exceed \$140,000 and the Chief Financial Officer is authorized to set aside funds up to \$140,000 for such amendment; provided the Commission approves an amendment to the MTC budget.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	February 9, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.:	1121
Consultant:	Davis & Associates: San Francisco, CA
Work Project Title:	Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP)
Purpose of Project:	To assist in implementing a 30-month comprehensive public participation program for the SCS/RTP.
Brief Scope of Work:	Provide assistance to community based organizations engaged to outreach to communities of color and low-income communities
Project Cost Not to Exceed:	\$75,000 (includes current contract of \$25,000 and contract amendment of \$50,000)
Fiscal Impact:	Funds are included in MTC FY 2010-11 budget
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with Davis & Associates for an amount not to exceed \$50,000 and the Chief Financial Officer is authorized to set aside funds up to \$50,000 for such amendment.

Administration Committee:

Tom Bates, Chair

Approved:

February 9, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.:	1121
Consultant:	Field of Vision, San Francisco, CA
Work Project Title:	Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP)
Purpose of Project:	To assist in implementing a 30-month comprehensive public participation program for the SCS/RTP.
Brief Scope of Work:	Visualization work to enhance and advance the visual simulations being produced in partnership with UC Berkeley Professor Paul Waddell, and more clearly articulate the nature of the land use and transportation outcomes resulting from proposed regional policies and priorities.
Project Cost Not to Exceed:	\$100,000
Fiscal Impact:	Funds are included in MTC FY 2010-11 budget.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with Field of Vision for an amount not to exceed \$100,000 and the Chief Financial Officer is authorized to set aside funds up to \$100,000 for such amendment.

Administration Committee:

Tom Bates, Chair

Approved:

February 9, 2011

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Amendment

Work Item No.:	1121
Consultant:	Corey, Canapary & Galanis San Francisco, CA
Work Project Title:	Public Participation Program for the 2013 Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP)
Purpose of Project:	To assist in implementing a 30-month comprehensive public participation program for the SCS/RTP.
Brief Scope of Work:	Plan, design, and conduct a Bay Area wide public opinion poll; plan, design and conduct three focus groups.
Project Cost Not to Exceed:	\$100,000
Fiscal Impact:	Funds are included in MTC FY 2010-11 budget, contingent on budget approval before the Commission in February 2011.
Motion by Committee:	That the Executive Director or his designated representative is authorized to negotiate and enter into a contract amendment with Corey, Canapary & Galanis for an amount not to exceed \$100,000 and the Chief Financial Officer is authorized to set aside funds up to \$100,000 for such amendment; provided the Commission approves an amendment to the MTC budget.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	February 9, 2011